

Table 1. Communications Services (SIC 48) — Summary Statistics, by Kind of Business: 1991 Through 1998

Item	Communications services (SIC 48)	Telephone communications (SIC 481) ¹	Radiotelephone communications (SIC 4812)	Telephone communications, except radiotelephone (SIC 4813)	Radio and television broadcasting (SIC 483)	Radio broadcasting (SIC 4832)	Television broadcasting (SIC 4833)	Cable and other pay television services (SIC 4841)	Telegraph and other communications services, not elsewhere classified (SIC 4822 and 4899)
Total Revenue									
Millions of dollars									
1998	388,011	284,515	43,985	240,530	44,345	11,590	32,755	49,257	9,894
1997	348,482	256,116	35,240	220,876	40,779	10,533	30,246	43,412	8,175
1996	322,243	238,063	29,999	208,064	39,182	9,631	29,551	38,488	6,510
1995	291,172	216,296	24,149	192,147	35,907	8,795	27,112	33,890	5,079
1994	267,237	199,259	(NA)	(NA)	32,932	8,089	24,843	30,289	4,757
1993	247,221	183,538	(NA)	(NA)	30,278	7,402	22,876	29,639	3,766
1992	232,241	171,578	(NA)	(NA)	29,853	7,019	22,834	27,465	3,345
1991	221,466	164,738	(NA)	(NA)	28,741	6,890	21,851	24,954	3,033
Percent change									
1998/1997	11.3	11.1	24.8	8.9	8.7	10.0	8.3	13.5	20.8
1997/1996	8.1	7.6	17.5	6.2	4.1	9.4	2.4	12.8	25.6
1996/1995	10.7	10.1	24.2	8.3	9.1	9.5	9.0	13.6	28.2
1995/1994	8.9	8.6	(NA)	(NA)	9.0	8.7	9.1	11.9	6.8
1994/1993	8.1	8.6	(NA)	(NA)	8.8	9.3	8.6	2.2	26.3
1993/1992	6.5	7.0	(NA)	(NA)	1.4	5.5	0.2	7.9	12.6
1992/1991	4.9	4.2	(NA)	(NA)	3.9	1.9	4.5	10.1	10.3
Operating Expenses									
Millions of dollars									
1998	324,601	239,657	34,003	205,654	35,376	9,091	26,285	41,606	7,962
1997	286,218	212,490	27,741	184,749	32,226	8,467	23,759	35,060	6,442
1996	260,432	192,349	23,131	169,218	32,216	7,786	24,430	30,471	5,396
1995	240,716	180,538	18,168	162,370	29,511	7,251	22,260	26,428	4,239
1994	219,432	164,936	(NA)	(NA)	27,457	6,853	20,604	23,492	3,547
1993	211,559	160,273	(NA)	(NA)	25,672	6,407	19,265	22,648	2,966
1992	193,031	143,033	(NA)	(NA)	26,009	6,350	19,659	21,232	2,757
1991	186,304	137,593	(NA)	(NA)	25,760	6,364	19,396	20,154	2,797
Percent change									
1998/1997	13.4	12.8	22.6	11.3	9.8	7.4	10.6	18.7	23.6
1997/1996	9.9	10.5	19.9	9.2	(Z)	8.7	-2.7	15.1	19.4
1996/1995	8.2	6.5	27.3	4.2	9.2	7.4	9.7	15.3	27.3
1995/1994	9.7	9.5	(NA)	(NA)	7.5	5.8	8.0	12.5	19.5
1994/1993	3.7	2.9	(NA)	(NA)	7.0	7.0	7.0	3.7	19.6
1993/1992	9.6	12.1	(NA)	(NA)	-1.3	0.9	-2.0	6.7	7.6
1992/1991	3.6	4.0	(NA)	(NA)	1.0	-0.2	1.4	5.3	-1.4
Annual Payroll									
Millions of dollars									
1998	68,911	49,194	6,838	42,356	10,366	3,593	6,773	7,337	2,014
1997	61,335	44,524	5,283	39,241	9,285	3,422	5,863	6,027	1,499
1996	57,130	42,087	4,327	37,760	8,907	3,170	5,737	5,061	1,075
1995	54,499	40,721	3,364	37,357	8,326	2,961	5,365	4,519	933
1994	50,408	38,106	(NA)	(NA)	7,612	2,752	4,860	3,931	759
1993	48,648	37,106	(NA)	(NA)	7,046	2,597	4,449	3,824	672
1992	47,032	35,900	(NA)	(NA)	6,976	2,547	4,429	3,533	623
1991	45,600	35,320	(NA)	(NA)	6,660	2,492	4,168	2,973	647
Percent change									
1998/1997	12.3	10.5	29.4	7.9	11.6	5.0	15.5	21.7	34.4
1997/1996	7.4	5.8	22.1	3.9	4.2	7.9	2.2	19.1	39.4
1996/1995	4.8	3.4	28.6	1.1	7.0	7.1	6.9	12.0	15.2
1995/1994	8.1	6.9	(NA)	(NA)	9.4	7.6	10.4	15.0	22.9
1994/1993	3.6	2.7	(NA)	(NA)	8.0	6.0	9.2	2.8	12.9
1993/1992	3.4	3.4	(NA)	(NA)	1.0	2.0	0.5	8.2	7.9
1992/1991	3.1	1.6	(NA)	(NA)	4.7	2.2	6.3	18.8	-3.7
Employer Contributions to Social Security and Other Supplemental Benefits									
Millions of dollars									
1998	14,976	11,423	1,353	10,070	1,633	456	1,177	1,581	339
1997	13,285	10,263	1,033	9,230	1,484	438	1,046	1,293	245
1996	12,451	9,611	825	8,786	1,480	410	1,070	1,150	210
1995	11,724	9,184	606	8,578	1,383	381	1,002	1,000	157
1994	11,704	9,347	(NA)	(NA)	1,287	349	938	915	155
1993	11,588	9,379	(NA)	(NA)	1,197	357	840	866	146
1992	11,715	9,584	(NA)	(NA)	1,166	359	807	801	164
1991	10,846	8,924	(NA)	(NA)	1,074	341	733	667	181

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Percent change									
1998/1997	12.7	11.3	31.0	9.1	10.0	4.1	12.5	22.3	38.4
1997/1996	6.7	6.8	25.2	5.1	0.3	6.8	-2.2	12.7	16.7
1996/1995	6.2	4.6	36.1	2.4	7.0	7.6	6.8	15.0	33.8
1995/1994	0.2	-1.7	(NA)	(NA)	7.5	9.2	6.8	9.3	1.3
1994/1993	1.0	-0.3	(NA)	(NA)	7.5	-2.2	11.7	5.7	6.2
1993/1992	-1.1	-2.1	(NA)	(NA)	2.7	-0.6	4.1	8.1	-11.0
1992/1991	8.0	7.4	(NA)	(NA)	8.6	5.3	10.1	20.1	-9.4

NA Not available. Z Less than .05 percent.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. For SIC's 483, 4832, and 4833, estimates are for taxable and tax-exempt firms and organizations. Appendix A, Table A-1 provides estimated measures of sampling variability (coefficients of variation).

¹Prior to 1995, revenue for cellular and radiotelephone operations for many of the large wireline carriers were tabulated under their primary industry (standard industrial classification—SIC 4813). Beginning with the 1996 survey, data collected for 1995 and 1996 were reported separately and tabulated in their appropriate SIC. Consequently, the 1995 and 1996 estimates for SICs 4812 and 4813 are not comparable to previously published data.

Table 2. Telephone Communications (SIC 481) — Estimated Operating Revenue and Expenses: 1991 Through 1998

Item	Millions of dollars								Percent change						
	1998	1997	1996	1995	1994	1993	1992	1991	1998/1997	1997/1996	1996/1995	1995/1994	1994/1993	1993/1992	1992/1991
Operating Revenue															
Total	284,515	256,116	238,063	216,296	199,259	183,538	171,578	164,738	11.1	7.6	10.1	8.6	8.6	7.0	4.2
Local service	63,276	57,065	53,403	49,349	46,662	45,178	43,341	41,354	10.9	6.9	8.2	5.8	3.3	4.2	4.8
Long-distance service	104,149	98,528	94,039	86,834	81,037	73,923	69,446	69,006	5.7	4.8	8.3	7.2	9.6	6.4	0.6
Network access	40,430	37,447	36,101	34,131	32,988	31,658	30,998	29,947	8.0	3.7	5.8	3.5	4.2	2.1	3.5
Cellular and other radiotelephone	41,908	33,453	28,520	22,837	16,848	12,401	9,181	6,870	25.3	17.3	24.9	35.5	35.9	35.1	33.6
Directory advertising	11,982	10,764	10,214	9,850	9,439	9,117	8,923	8,680	11.3	5.4	3.7	4.4	3.5	2.2	2.8
Other operating revenue	22,771	18,859	15,786	13,295	12,285	11,261	9,689	8,881	20.7	19.5	18.7	8.2	9.1	16.2	9.1
Operating Expenses															
Total	239,657	212,490	192,349	180,538	164,936	160,273	143,033	137,593	12.8	10.5	6.5	9.5	2.9	12.1	4.0
Annual payroll	49,194	44,524	42,087	40,721	38,106	37,106	35,900	35,320	10.5	5.8	3.4	6.9	2.7	3.4	1.6
Employer contributions to Social Security and other supplemental benefits	11,423	10,263	9,611	9,184	9,347	9,379	9,584	8,924	11.3	6.8	4.6	-1.7	-0.3	-2.1	7.4
Access charges	43,964	39,781	36,018	33,748	30,047	27,035	24,539	24,039	10.5	10.4	6.7	12.3	11.1	10.2	2.1
Depreciation	42,448	37,589	32,937	31,651	28,578	25,546	23,623	23,600	12.9	14.1	4.1	10.8	11.9	8.1	0.1
Lease and rental	6,496	5,310	4,492	3,919	4,037	3,608	4,247	3,867	22.3	18.2	14.6	-2.9	11.9	-15.0	9.8
Purchased repairs	7,001	6,533	5,243	4,907	4,413	3,474	2,915	2,954	7.2	24.6	6.8	11.2	27.0	19.2	-1.3
Insurance	397	371	336	304	261	228	222	218	7.0	10.4	10.5	16.5	14.5	2.7	1.8
Telephone and other purchased communication services	2,791	2,373	2,030	1,858	1,321	946	707	544	17.6	16.9	9.3	40.7	39.6	33.8	30.0
Purchased utilities	2,372	2,174	1,961	1,770	1,562	1,315	1,178	1,150	9.1	10.9	10.8	13.3	18.8	11.6	2.4
Purchased advertising	6,431	5,624	4,534	3,607	3,835	3,085	2,637	2,546	14.3	24.0	25.7	-5.9	24.3	17.0	3.6
Taxes	9,953	9,021	7,978	7,539	6,603	5,861	5,194	5,233	10.3	13.1	5.8	14.2	12.7	12.8	-0.7
Other operating expenses	57,187	48,927	45,122	41,330	36,826	42,690	32,287	29,198	16.9	8.4	9.2	12.2	-13.7	32.2	10.6

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, Table A-2 provides estimated measures of sampling variability (coefficients of variation).

Table 3. Radiotelephone Communications (SIC 4812) — Estimated Operating Revenue and Expenses: 1997 and 1998

Item	Millions of dollars		Percent change 1998/1997	Percent of total	
	1998	1997		1998	1997
Operating Revenue					
Total ¹	43,985	35,240	24.8	100.0	100.0
Cellular and other radiotelephone	41,519	33,094	25.5	94.4	93.9
Other operating revenue	2,448	2,133	14.8	5.6	6.1
Operating Expenses					
Total	34,003	27,741	22.6	100.0	100.0
Annual payroll	6,838	5,283	29.4	20.1	19.0
Employer contributions to Social Security and other supplemental benefits	1,353	1,033	31.0	4.0	3.7
Access charges	1,737	1,529	13.6	5.1	5.5
Depreciation	6,076	4,900	24.0	17.9	17.7
Lease and rental	1,905	1,350	41.1	5.6	4.9
Purchased repairs	439	357	23.0	1.3	1.3
Insurance	93	79	17.7	0.3	0.3
Telephone and other purchased communication services	1,176	919	28.0	3.5	3.3
Purchased utilities	237	205	15.6	0.7	0.7
Purchased advertising	1,781	1,495	19.1	5.2	5.4
Taxes	521	402	29.6	1.5	1.4
Other operating expenses	11,847	10,189	16.3	34.8	36.7

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, Table A-3 provides estimated measures of sampling variability (coefficients of variation).

¹Includes sources of revenue not shown separately.

Table 4. Telephone Communications, Except Radiotelephone (SIC 4813) — Estimated Operating Revenue and Expenses: 1997 and 1998

Item	Millions of dollars		Percent change 1998/1997	Percent of total	
	1998	1997		1998	1997
Operating Revenue					
Total	240,530	220,876	8.9	100.0	100.0
Local service	63,270	57,061	10.9	26.3	25.8
Long-distance service	104,148	98,528	5.7	43.3	44.6
Network access	40,417	37,438	8.0	16.8	16.9
Cellular and other radiotelephone	(S)	(S)	(S)	(S)	(S)
Directory advertising	11,982	10,764	11.3	5.0	4.9
Other operating revenue	20,323	16,726	21.5	8.4	7.6
Operating Expenses					
Total	205,654	184,749	11.3	100.0	100.0
Annual payroll	42,356	39,241	7.9	20.6	21.2
Employer contributions to Social Security and other supplemental benefits	10,070	9,230	9.1	4.9	5.0
Access charges	42,226	38,252	10.4	20.5	20.7
Depreciation	36,372	32,689	11.3	17.7	17.7
Lease and rental	4,591	3,960	15.9	2.2	2.1
Purchased repairs	6,562	6,176	6.3	3.2	3.3
Insurance	304	292	4.1	0.1	0.2
Telephone and other purchased communication services	1,616	1,454	11.1	0.8	0.8
Purchased utilities	2,135	1,969	8.4	1.0	1.1
Purchased advertising	4,650	4,129	12.6	2.3	2.2
Taxes	9,432	8,619	9.4	4.6	4.7
Other operating expenses	45,340	38,738	17.0	22.0	21.0

S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, Table A-4 provides estimated measures of sampling variability (coefficients of variation).

Table 5. Telephone Communications, Except Radiotelephone (SIC 4813) —Estimated Local, Long-Distance, and Network Access Revenue, by Type of Customer and Service: 1997 and 1998

Item	Dollar volume	Type of customer		Type of service		
		Residential	Nonresidential	Intrastate	Interstate	
Local Service						
Millions of dollars						
1998	63,270	32,919	30,351	62,578	691	
1997	57,061	29,209	27,852	56,411	650	
Percent change						
1998/1997	10.9	12.7	9.0	10.9	6.3	
Long-Distance Service						
Millions of dollars						
1998	104,148	44,118	60,030	35,194	68,954	
1997	98,528	42,771	55,757	34,111	64,417	
Percent change						
1998/1997	5.7	3.1	7.7	3.2	7.0	
Network Access						
Millions of dollars						
1998	40,417	8,679	31,738	10,803	29,614	
1997	37,438	8,103	29,335	9,989	27,449	
Percent change						
1998/1997	8.0	7.1	8.2	8.1	7.9	

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, Table A-5 provides estimated measures of sampling variability (coefficients of variation).

Table 6. Telephone Communications (SIC 481) — Estimated Cellular and Other Radiotelephone Revenue, by Type of Service: 1998

Item	Millions of dollars
Cellular and other radiotelephone revenue ¹	41,908
Type of Service	
Air time	17,483
Basic service	13,809
Long-distance service	1,590
Roaming charges	4,654
Other services	4,373

¹Includes cellular and other radiotelephone revenue for firms primarily engaged in providing radiotelephone services (SIC 4812), and telephone communications, except radiotelephone (SIC 4813).

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, Table A-6 provides estimated measures of sampling variability (coefficients of variation).

Table 7. Total Broadcasting Services (SIC 483) — Estimated Revenue and Expenses for Taxable and Tax-Exempt Firms: 1991 Through 1998

Item	Millions of dollars								Percent change						
	1998	1997	1996	1995	1994	1993	1992	1991	1998/ 1997	1997/ 1996	1996/ 1995	1995/ 1994	1994/ 1993	1993/ 1992	1992/ 1991
Total Revenue															
Total ¹	44,345	40,779	39,182	35,907	32,932	30,278	29,853	28,741	8.7	4.1	9.1	9.0	8.8	1.4	3.9
Operating Expenses															
Total	35,376	32,226	32,216	29,511	27,457	25,672	26,009	25,760	9.8	(Z)	9.2	7.5	7.0	-1.3	1.0
Annual payroll	10,366	9,285	8,907	8,326	7,612	7,046	6,976	6,660	11.6	4.2	7.0	9.4	8.0	1.0	4.7
Employer contributions to Social Security and other supplemental benefits	1,633	1,484	1,480	1,383	1,287	1,197	1,166	1,074	10.0	0.3	7.0	7.5	7.5	2.7	8.6
Broadcast rights	10,300	9,098	9,697	8,592	8,135	8,005	8,564	8,727	13.2	-6.2	12.9	5.6	1.6	-6.5	-1.9
Music license fees	505	469	456	407	345	338	371	363	7.7	2.9	12.0	18.0	2.1	-8.9	2.2
Depreciation	1,713	1,628	1,532	1,395	1,272	1,258	1,331	1,351	5.2	6.3	9.8	9.7	1.1	-5.5	-1.5
Lease and rental	715	647	618	577	542	512	490	496	10.5	4.7	7.1	6.5	5.9	4.5	-1.2
Purchased repairs	343	334	351	322	285	258	242	244	2.7	-4.8	9.0	13.0	10.5	6.6	-0.8
Insurance	169	174	197	177	174	164	168	157	-2.9	-11.7	11.3	1.7	6.1	-2.4	7.0
Telephone and other purchased communication services	368	320	336	294	269	255	255	249	15.0	-4.8	14.3	9.3	5.5	—	2.4
Purchased utilities	316	307	338	308	298	277	279	275	2.9	-9.2	9.7	3.4	7.6	-0.7	1.5
Purchased advertising	1,456	1,379	1,222	1,141	995	852	827	869	5.6	12.8	7.1	14.7	16.8	3.0	-4.8
Taxes	237	214	234	222	194	183	191	175	10.7	-8.5	5.4	14.4	6.0	-4.2	9.1
Other operating expenses ²	7,256	6,887	6,848	6,367	6,049	5,327	5,149	5,120	5.4	0.6	7.6	5.3	13.6	3.5	0.6

Z Less than .05 percent.

—Represents zero.

¹Includes non-operating income from tax-exempt firms.

²Includes network compensation fees.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, Table A-7 provides estimated measures of sampling variability (coefficients of variation).

Table 8. Radio Broadcasting Services (SIC 4832) — Estimated Revenue and Expenses for Taxable and Tax-Exempt Firms: 1991 Through 1998

Item	Millions of dollars								Percent change						
	1998	1997	1996	1995	1994	1993	1992	1991	1998/1997	1997/1996	1996/1995	1995/1994	1994/1993	1993/1992	1992/1991
Total Revenue															
Total ¹	11,590	10,533	9,631	8,795	8,089	7,402	7,019	6,890	10.0	9.4	9.5	8.7	9.3	5.5	1.9
Operating Expenses															
Total	9,091	8,467	7,786	7,251	6,853	6,407	6,350	6,364	7.4	8.7	7.4	5.8	7.0	0.9	-0.2
Annual payroll	3,593	3,422	3,170	2,961	2,752	2,597	2,547	2,492	5.0	7.9	7.1	7.6	6.0	2.0	2.2
Employer contributions to Social Security and other supplemental benefits	456	438	410	381	349	357	359	341	4.1	6.8	7.6	9.2	-2.2	-0.6	5.3
Broadcast rights	364	313	299	315	255	250	218	284	16.3	4.7	-5.1	23.5	2.0	14.7	-23.2
Music license fees	274	250	225	205	183	162	150	152	9.6	11.1	9.8	12.0	13.0	8.0	-1.3
Depreciation	605	511	456	416	399	413	460	473	18.4	12.1	9.6	4.3	-3.4	-10.2	-2.7
Lease and rental	294	276	250	242	236	214	204	200	6.5	10.4	3.3	2.5	10.3	4.9	2.0
Purchased repairs	100	91	87	84	81	83	82	84	9.9	4.6	3.6	3.7	-2.4	1.2	-2.4
Insurance	74	78	81	71	71	67	68	66	-5.1	-3.7	14.1	—	6.0	-1.5	3.0
Telephone and other purchased communication services	164	147	141	129	122	118	121	117	11.6	4.3	9.3	5.7	3.4	-2.5	3.4
Purchased utilities	117	116	116	109	108	100	107	105	0.9	—	6.4	0.9	8.0	-6.5	1.9
Purchased advertising	472	458	410	412	371	315	318	334	3.1	11.7	-0.5	11.1	17.8	-0.9	-4.8
Taxes	90	79	74	74	62	64	66	59	13.9	6.8	—	19.4	-3.1	-3.0	11.9
Other operating expenses ²	2,488	2,288	2,067	1,852	1,864	1,667	1,650	1,657	8.7	10.7	11.6	-0.6	11.8	1.0	-0.4

—Represents zero.

¹Includes non-operating income from tax-exempt firms.

²Includes network compensation fees.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, Table A-7 provides estimated measures of sampling variability (coefficients of variation).

Table 9. Television Broadcasting Services (SIC 4833) — Estimated Revenue and Expenses for Taxable and Tax-Exempt Firms: 1991 Through 1998

Item	Millions of dollars								Percent change						
	1998	1997	1996	1995	1994	1993	1992	1991	1998/1997	1997/1996	1996/1995	1995/1994	1994/1993	1993/1992	1992/1991
Total Revenue															
Total ¹	32,755	30,246	29,551	27,112	24,843	22,876	22,834	21,851	8.3	2.4	9.0	9.1	8.6	0.2	4.5
Operating Expenses															
Total	26,285	23,759	24,430	22,260	20,604	19,265	19,659	19,396	10.6	-2.7	9.7	8.0	7.0	-2.0	1.4
Annual payroll	6,773	5,863	5,737	5,365	4,860	4,449	4,429	4,168	15.5	2.2	6.9	10.4	9.2	0.5	6.3
Employer contributions to Social Security and other supplemental benefits	1,177	1,046	1,070	1,002	938	840	807	733	12.5	-2.2	6.8	6.8	11.7	4.1	10.1
Broadcast rights	9,936	8,785	9,398	8,277	7,880	7,755	8,346	8,443	13.1	-6.5	13.5	5.0	1.6	-7.1	-1.1
Music license fees	232	219	231	202	162	176	221	211	5.9	-5.2	14.4	24.7	-8.0	-20.4	4.7
Depreciation	1,107	1,117	1,076	979	873	845	871	878	-0.9	3.8	9.9	12.1	3.3	-3.0	-0.8
Lease and rental	421	371	368	335	306	298	286	296	13.5	0.8	9.9	9.5	2.7	4.2	-3.4
Purchased repairs	243	243	264	238	204	175	160	160	—	-8.0	10.9	16.7	16.6	9.4	—
Insurance	94	96	116	106	103	97	100	91	-2.1	-17.2	9.4	2.9	6.2	-3.0	9.9
Telephone and other purchased communication services	204	173	195	165	147	137	134	132	17.9	-11.3	18.2	12.2	7.3	2.2	1.5
Purchased utilities	199	191	222	199	190	177	172	170	4.2	-14.0	11.6	4.7	7.3	2.9	1.2
Purchased advertising	985	921	812	729	624	537	509	535	6.9	13.4	11.4	16.8	16.2	5.5	-4.9
Taxes	147	135	160	148	132	119	125	116	8.9	-15.6	8.1	12.1	10.9	-4.8	7.8
Other operating expenses ²	4,768	4,599	4,781	4,515	4,185	3,660	3,499	3,463	3.7	-3.8	5.9	7.9	14.3	4.6	1.0

—Represents zero.

¹Includes non-operating income from tax-exempt firms.

²Includes network compensation fees.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, Table A-7 provides estimated measures of sampling variability (coefficients of variation).

Table 10. Total Broadcasting Services (SIC 483) — Estimated Operating Revenue and Expenses for Taxable Firms: 1992 Through 1998

Item	Millions of dollars							Percent change					
	1998	1997	1996	1995	1994	1993	1992	1998/1997	1997/1996	1996/1995	1995/1994	1994/1993	1993/1992
Operating Revenue													
Total	42,462	38,985	37,542	34,319	31,315	28,409	27,859	8.9	3.8	9.4	9.6	10.2	2.0
Station time sales	27,672	25,379	24,130	22,450	20,647	18,882	18,580	9.0	5.2	7.5	8.7	9.3	1.6
Network compensation ..	645	644	631	564	451	440	459	0.2	2.1	11.9	25.1	2.5	-4.1
National/regional advertising	9,700	8,891	8,476	8,166	7,459	6,758	6,733	9.1	4.9	3.8	9.5	10.4	0.4
Local advertising	17,326	15,844	15,023	13,720	12,737	11,684	11,388	9.4	5.5	9.5	7.7	9.0	2.6
Network time sales	12,721	11,701	11,792	10,319	9,459	8,424	8,221	8.7	-0.8	14.3	9.1	12.3	2.5
Other operating revenue ..	2,069	1,905	1,620	1,550	1,209	1,103	1,058	8.6	17.6	4.5	28.2	9.6	4.3
Operating Expenses													
Total	33,618	30,648	30,721	28,038	25,899	23,891	24,135	9.7	-0.2	9.6	8.3	8.4	-1.0
Annual payroll	9,897	8,848	8,497	7,933	7,222	6,664	6,595	11.9	4.1	7.1	9.8	8.4	1.0
Employer contributions to Social Security and other supplemental benefits	1,540	1,397	1,400	1,303	1,207	1,120	1,090	10.2	-0.2	7.4	8.0	7.8	2.8
Broadcast rights	9,923	8,801	9,404	8,260	7,723	7,349	7,737	12.7	-6.4	13.8	7.0	5.1	-5.0
Music license fees	500	467	454	405	344	337	370	7.1	2.9	12.1	17.7	2.1	-8.9
Depreciation	1,636	1,548	1,455	1,324	1,193	1,185	1,264	5.7	6.4	9.9	11.0	0.7	-6.3
Lease and rental	673	609	590	538	503	476	452	10.5	3.2	9.7	7.0	5.7	5.3
Purchased repairs	317	310	331	300	268	239	226	2.3	-6.3	10.3	11.9	12.1	5.8
Insurance	158	164	188	168	165	155	158	-3.7	-12.8	11.9	1.8	6.5	-1.9
Telephone and other purchased communication services	344	300	319	278	254	236	236	14.7	-6.0	14.7	9.4	7.6	—
Purchased utilities	288	280	310	281	269	252	256	2.9	-9.7	10.3	4.5	6.7	-1.6
Purchased advertising	1,429	1,353	1,195	1,115	969	821	797	5.6	13.2	7.2	15.1	18.0	3.0
Taxes	233	210	229	217	191	180	187	11.0	-8.3	5.5	13.6	6.1	-3.7
Other operating expenses ¹	6,680	6,361	6,349	5,916	5,591	4,877	4,767	5.0	(Z)	7.3	5.8	14.6	2.3

Z Less than .05 percent.

—Represents zero.

¹Includes network compensation fees.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates for tax-exempt firms and organizations are shown in table 13. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, Table A-8 provides estimated measures of sampling variability (coefficients of variation).

Table 11. Radio Broadcasting Services (SIC 4832) — Components of Estimated Operating Revenue and Expenses for Taxable Firms: 1992 Through 1998

Item	Millions of dollars							Percent change						Percent of total								
	1998	1997	1996	1995	1994	1993	1992	1998/ 1997	1997/ 1996	1996/ 1995	1995/ 1994	1994/ 1993	1993/ 1992	1998	1997	1996	1995	1994	1993	1992		
Operating Revenue																						
Total	11,206	10,193	9,305	8,518	7,827	7,159	6,795	9.9	9.5	9.2	8.8	9.3	5.4	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Station time sales	10,253	9,287	8,476	7,779	7,199	6,601	6,275	10.4	9.6	9.0	8.1	9.1	5.2	91.5	91.1	91.1	91.3	92.0	92.2	92.3	92.3	
Network compensation	83	85	81	71	75	75	95	-2.4	4.9	14.1	-5.3	—	-21.1	0.7	0.8	0.9	0.8	1.0	1.0	1.4	1.4	
National/regional advertising	2,274	2,002	1,750	1,765	1,551	1,390	1,313	13.6	14.4	-0.8	13.8	11.6	5.9	20.3	19.6	18.8	20.7	19.8	19.4	19.3	19.3	
Local advertising	7,896	7,200	6,645	5,943	5,573	5,136	4,867	9.7	8.4	11.8	6.6	8.5	5.5	70.5	70.6	71.4	69.8	71.2	71.7	71.6	71.6	
Network time sales	638	553	498	464	402	314	276	15.4	11.0	7.3	15.4	28.0	13.8	5.7	5.4	5.4	5.4	5.1	4.4	4.1	4.1	
Other operating revenue	316	353	331	275	226	244	244	-10.5	6.6	20.4	21.7	-7.4	—	2.8	3.5	3.6	3.2	2.9	3.4	3.6	3.6	
Operating Expenses																						
Total	8,747	8,154	7,499	6,997	6,610	6,177	6,137	7.3	8.7	7.2	5.9	7.0	0.7	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Annual payroll	3,462	3,304	3,065	2,864	2,661	2,512	2,469	4.8	7.8	7.0	7.6	5.9	1.7	39.6	40.5	40.9	40.9	40.3	40.7	40.2	40.2	
Employer contributions to Social Security and other supplemental benefits	431	416	389	361	331	339	343	3.6	6.9	7.8	9.1	-2.4	-1.2	4.9	5.1	5.2	5.2	5.0	5.5	5.6	5.6	
Broadcast rights	352	303	287	304	244	239	209	16.2	5.6	-5.6	24.6	2.1	14.4	4.0	3.7	3.8	4.3	3.7	3.9	3.4	3.4	
Music license fees	272	249	224	204	183	162	149	9.2	11.2	9.8	11.5	13.0	8.7	3.1	3.1	3.0	2.9	2.8	2.6	2.4	2.4	
Depreciation	583	491	440	403	385	400	449	18.7	11.6	9.2	4.7	-3.8	-10.9	6.7	6.0	5.9	5.8	5.8	6.5	7.3	7.3	
Lease and rental	282	266	239	226	221	203	191	6.0	11.3	5.8	2.3	8.9	6.3	3.2	3.3	3.2	3.2	3.3	3.3	3.1	3.1	
Purchased repairs	90	81	78	76	75	76	77	11.1	3.8	2.6	1.3	-1.3	-1.3	1.0	1.0	1.0	1.1	1.1	1.2	1.3	1.3	
Insurance	72	76	79	69	69	65	66	-5.3	-3.8	14.5	—	6.2	-1.5	0.8	0.9	1.1	1.0	1.0	1.1	1.1	1.1	
Telephone and other purchased communication services	156	140	134	123	116	112	116	11.4	4.5	8.9	6.0	3.6	-3.4	1.8	1.7	1.8	1.8	1.8	1.8	1.9	1.9	
Purchased utilities	110	110	110	104	102	95	102	—	—	5.8	2.0	7.4	-6.9	1.3	1.3	1.5	1.5	1.5	1.5	1.7	1.7	
Purchased advertising	468	454	407	409	368	311	314	3.1	11.5	-0.5	11.1	18.3	-1.0	5.4	5.6	5.4	5.8	5.6	5.0	5.1	5.1	
Taxes	88	78	71	71	60	63	65	12.8	9.9	—	18.3	-4.8	-3.1	1.0	1.0	0.9	1.0	0.9	1.0	1.1	1.1	
Other operating expenses ¹	2,381	2,186	1,976	1,783	1,795	1,600	1,587	8.9	10.6	10.8	-0.7	12.2	0.8	27.2	26.8	26.4	25.5	27.2	25.9	25.9	25.9	

—Represents zero.

¹Includes network compensation fees.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates for tax-exempt firms and organizations are shown in table 14. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, Table A-8 provides estimated measures of sampling variability (coefficients of variation).

Table 12. Television Broadcasting Services (SIC 4833) — Components of Estimated Operating Revenue and Expenses for Taxable Firms: 1992 Through 1998

Item	Millions of dollars							Percent change						Percent of total							
	1998	1997	1996	1995	1994	1993	1992	1998/1997	1997/1996	1996/1995	1995/1994	1994/1993	1993/1992	1998	1997	1996	1995	1994	1993	1992	
Operating Revenue																					
Total	31,256	28,792	28,237	25,801	23,488	21,250	21,064	8.6	2.0	9.4	9.8	10.5	0.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Station time sales	17,419	16,092	15,654	14,671	13,448	12,281	12,305	8.2	2.8	6.7	9.1	9.5	-0.2	55.7	55.9	55.4	56.9	57.3	57.8	58.4	
Network compensation	563	559	550	493	376	365	364	0.7	1.6	11.6	31.1	3.0	0.3	1.8	1.9	1.9	1.9	1.6	1.7	1.7	
National/regional advertising	7,426	6,889	6,726	6,401	5,908	5,368	5,420	7.8	2.4	5.1	8.3	10.1	-1.0	23.8	23.9	23.8	24.8	25.2	25.3	25.7	
Local advertising	9,430	8,644	8,378	7,777	7,164	6,548	6,521	9.1	3.2	7.7	8.6	9.4	0.4	30.2	30.0	29.7	30.1	30.5	30.8	31.0	
Network time sales	12,083	11,148	11,294	9,855	9,057	8,110	7,945	8.4	-1.3	14.6	8.8	11.7	2.1	38.7	38.7	40.0	38.2	38.6	38.2	37.7	
Other operating revenue	1,754	1,552	1,289	1,275	983	859	814	13.0	20.4	1.1	29.7	14.4	5.5	5.6	5.4	4.6	4.9	4.2	4.0	3.9	
Operating Expenses																					
Total	24,870	22,494	23,222	21,041	19,289	17,714	17,998	10.6	-3.1	10.4	9.1	8.9	-1.6	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Annual payroll	6,435	5,544	5,432	5,069	4,561	4,152	4,126	16.1	2.1	7.2	11.1	9.9	0.6	25.9	24.6	23.4	24.1	23.6	23.4	22.9	
Employer contributions to Social Security and other supplemental benefits	1,109	981	1,011	942	876	781	747	13.0	-3.0	7.3	7.5	12.2	4.6	4.5	4.4	4.4	4.5	4.5	4.4	4.2	
Broadcast rights	9,571	8,498	9,117	7,956	7,479	7,110	7,528	12.6	-6.8	14.6	6.4	5.2	-5.6	38.5	37.8	39.3	37.8	38.8	40.1	41.8	
Music license fees	228	218	230	201	161	175	221	4.6	-5.2	14.4	24.8	-8.0	-20.8	0.9	1.0	1.0	1.0	0.8	1.0	1.2	
Depreciation	1,053	1,057	1,015	921	808	785	815	-0.4	4.1	10.2	14.0	2.9	-3.7	4.2	4.7	4.4	4.4	4.2	4.4	4.5	
Lease and rental	391	343	351	312	282	273	261	14.0	-2.3	12.5	10.6	3.3	4.6	1.6	1.5	1.5	1.5	1.5	1.5	1.5	
Purchased repairs	227	229	253	224	193	163	149	-0.9	-9.5	12.9	16.1	18.4	9.4	0.9	1.0	1.1	1.1	1.0	0.9	0.8	
Insurance	86	88	109	99	96	90	92	-2.3	-19.3	10.1	3.1	6.7	-2.2	0.3	0.4	0.5	0.5	0.5	0.5	0.5	
Telephone and other purchased communication services	188	160	185	155	138	124	120	17.5	-13.5	19.4	12.3	11.3	3.3	0.8	0.7	0.8	0.7	0.7	0.7	0.7	
Purchased utilities	178	170	200	177	167	157	154	4.7	-15.0	13.0	6.0	6.4	1.9	0.7	0.8	0.9	0.8	0.9	0.9	0.9	
Purchased advertising	961	899	788	706	601	510	483	6.9	14.1	11.6	17.5	17.8	5.6	3.9	4.0	3.4	3.4	3.1	2.9	2.7	
Taxes	145	132	158	146	131	117	122	9.8	-16.5	8.2	11.5	12.0	-4.1	0.6	0.6	0.7	0.7	0.7	0.7	0.7	
Other operating expenses ¹	4,298	4,175	4,373	4,133	3,796	3,277	3,180	2.9	-4.5	5.8	8.9	15.8	3.1	17.3	18.6	18.8	19.6	19.7	18.5	17.7	

¹Includes network compensation fees.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates for tax-exempt firms and organizations are shown in table 15. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, Table A-8 provides estimated measures of sampling variability (coefficients of variation).

Table 13. Total Broadcasting Services (SIC 483) — Estimated Revenue and Expenses for Tax-Exempt Firms: 1992 Through 1998

Item	Millions of dollars							Percent change					
	1998	1997	1996	1995	1994	1993	1992	1998/1997	1997/1996	1996/1995	1995/1994	1994/1993	1993/1992
Total Revenue													
Total ¹	1,883	1,794	1,640	1,588	1,617	1,869	1,994	5.0	9.4	3.3	-1.8	-13.5	-6.3
Operating Expenses													
Total	1,759	1,578	1,495	1,473	1,558	1,781	1,874	11.5	5.6	1.5	-5.5	-12.5	-5.0
Annual payroll	469	437	410	393	390	382	381	7.3	6.6	4.3	0.8	2.1	0.3
Employer contributions to Social Security and other supplemental benefits	93	87	80	80	80	77	76	6.9	8.8	—	—	3.9	1.3
Broadcast rights	(S)	(S)	(S)	(S)	412	656	827	(S)	(S)	(S)	(S)	-37.2	-20.7
Music license fees	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Depreciation	77	80	77	71	79	73	67	-3.8	3.9	8.5	-10.1	8.2	9.0
Lease and rental	42	38	28	39	39	36	38	10.5	35.7	-28.2	—	8.3	-5.3
Purchased repairs	26	24	20	22	17	19	16	8.3	20.0	-9.1	29.4	-10.5	18.8
Insurance	11	10	9	9	9	9	10	10.0	11.1	—	—	—	-10.0
Telephone and other purchased communication services	24	20	17	16	15	19	19	20.0	17.6	6.3	6.7	-21.1	—
Purchased utilities	28	27	28	27	29	25	23	3.7	-3.6	3.7	-6.9	16.0	8.7
Purchased advertising	27	26	27	26	26	31	30	3.8	-3.7	3.8	—	-16.1	3.3
Taxes	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Other operating expenses ²	576	526	499	451	458	450	382	9.5	5.4	10.6	-1.5	1.8	17.8

S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

—Represents zero.

¹Includes all government subsidies used to offset operating or capital deficits; private gifts, loans, contributions, and grants; sale of securities, real estate; etc.

²Includes network compensation fees.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, Table A-9 provides estimated measures of sampling variability (coefficients of variation).

Table 14. Radio Broadcasting Services (SIC 4832) — Estimated Revenue and Expenses for Tax-Exempt Firms: 1992 Through 1998

Item	Millions of dollars							Percent change					
	1998	1997	1996	1995	1994	1993	1992	1998/1997	1997/1996	1996/1995	1995/1994	1994/1993	1993/1992
Total Revenue													
Total ¹	384	340	326	277	262	243	224	12.9	4.3	17.7	5.7	7.8	8.5
Operating Expenses													
Total	344	313	287	254	243	230	213	9.9	9.1	13.0	4.5	5.7	8.0
Annual payroll	131	118	105	97	91	85	78	11.0	12.4	8.2	6.6	7.1	9.0
Employer contributions to Social Security and other supplemental benefits ...	25	22	21	20	18	18	16	13.6	4.8	5.0	11.1	—	12.5

—Represents zero.

¹Includes all government subsidies used to offset operating or capital deficits; private gifts, loans, contributions, and grants; sale of securities, real estate; etc.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, Table A-9 provides estimated measures of sampling variability (coefficients of variation).

Table 15. Television Broadcasting Services (SIC 4833) — Estimated Revenue and Expenses for Tax-Exempt Firms: 1992 Through 1998

Item	Millions of dollars							Percent change					
	1998	1997	1996	1995	1994	1993	1992	1998/1997	1997/1996	1996/1995	1995/1994	1994/1993	1993/1992
Total Revenue													
Total ¹	1,499	1,454	1,314	1,311	1,355	1,626	1,770	3.1	10.7	0.2	-3.2	-16.7	-8.1
Operating Expenses													
Total	1,415	1,265	1,208	1,219	1,315	1,551	1,661	11.9	4.7	-0.9	-7.3	-15.2	-6.6
Annual payroll	338	319	305	296	299	297	303	6.0	4.6	3.0	-1.0	0.7	-2.0
Employer contributions to Social Security and other supplemental benefits ...	68	65	59	60	62	59	60	4.6	10.2	-1.7	-3.2	5.1	-1.7

¹Includes all government subsidies used to offset operating or capital deficits; private gifts, loans, contributions, and grants; sale of securities, real estate; etc.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, Table A-9 provides estimated measures of sampling variability (coefficients of variation).

Table 16. Cable and Other Pay Television Services (SIC 4841) — Components of Estimated Operating Revenue and Expenses for Taxable Firms: 1991 Through 1998

Item	Millions of dollars								Percent change								Percent of total									
	1998	1997	1996	1995	1994	1993	1992	1991	1998/1997	1997/1996	1996/1995	1995/1994	1994/1993	1993/1992	1992/1991	1998	1997	1996	1995	1994	1993	1992	1991			
Operating Revenue																										
Total ¹	49,257	43,412	38,488	33,890	30,289	29,639	27,465	24,954	13.5	12.8	13.6	11.9	2.2	7.9	10.1	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	
Total cable and other pay television revenue	46,945	41,499	37,027	32,541	29,304	28,769	26,653	23,895	13.1	12.1	13.8	11.0	1.9	7.9	11.5	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Advertising	6,643	5,627	5,007	4,466	3,597	2,981	2,491	2,100	18.1	12.4	12.1	24.2	20.7	19.7	18.6	14.2	13.6	13.5	13.7	12.3	10.4	9.3	8.8			
Program revenue	7,473	6,313	5,438	4,843	4,714	4,440	4,423	4,112	18.4	16.1	12.3	2.7	6.2	0.4	7.6	15.9	15.2	14.7	14.9	16.1	15.4	16.6	17.2			
Basic service revenue	24,255	21,134	18,621	16,310	14,547	14,904	13,532	11,985	14.8	13.5	14.2	12.1	-2.4	10.1	12.9	51.7	50.9	50.3	50.1	49.6	51.8	50.8	50.2			
Pay-per-view and other premium service revenue	5,994	5,906	5,696	5,068	4,662	4,880	4,708	4,465	1.5	3.7	12.4	8.7	-4.5	3.7	5.4	12.8	14.2	15.4	15.6	15.9	17.0	17.7	18.7			
Installation fees	619	555	508	445	427	417	390	324	11.5	9.3	14.2	4.2	2.4	6.9	20.4	1.3	1.3	1.4	1.4	1.5	1.4	1.5	1.4			
Other cable revenue	1,960	1,964	1,757	1,409	1,357	1,147	1,109	909	-0.2	11.8	24.7	3.8	18.3	3.4	22.0	4.2	4.7	4.7	4.3	4.6	4.0	4.2	3.8			
Operating Expenses																										
Total	41,606	35,060	30,471	26,428	23,492	22,648	21,232	20,154	18.7	15.1	15.3	12.5	3.7	6.7	5.3	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Annual payroll	7,337	6,027	5,061	4,519	3,931	3,824	3,533	2,973	21.7	19.1	12.0	15.0	2.8	8.2	18.8	17.6	17.2	16.6	17.1	16.7	16.9	16.6	14.8			
Employer contributions to Social Security and other supplemental benefits	1,581	1,293	1,150	1,000	915	866	801	667	22.3	12.4	15.0	9.3	5.7	8.1	20.1	3.8	3.7	3.8	3.8	3.9	3.8	3.8	3.3			
Plans required under Federal and State legislation	598	504	413	381	354	341	326	256	18.7	22.0	8.4	7.6	3.8	4.6	27.3	1.4	1.4	1.4	1.4	1.5	1.5	1.5	1.3			
Other fringe benefit plans	983	789	737	619	561	525	475	411	24.6	7.1	19.1	10.3	6.9	10.5	15.6	2.4	2.3	2.4	2.3	2.4	2.3	2.2	2.0			
Program and production costs ²	14,920	12,839	11,239	9,442	8,333	7,644	6,763	6,317	16.2	14.2	19.0	13.3	9.0	13.0	7.1	35.9	36.6	36.9	35.7	35.5	33.8	31.9	31.3			
Depreciation	7,246	6,117	4,990	4,433	3,934	3,848	3,704	3,634	18.5	22.6	12.6	12.7	2.2	3.9	1.9	17.4	17.4	16.4	16.8	16.7	17.0	17.4	18.0			
Buildings, offices, and structures	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	229	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	1.1		
Transmission systems	5,747	4,730	3,745	3,230	2,814	2,792	2,678	2,668	21.5	26.3	15.9	14.8	0.8	4.3	0.4	13.8	13.5	12.3	12.2	12.0	12.3	12.6	13.2			
Vehicles, machinery and equipment, and other tangible assets	1,213	1,136	914	765	773	747	769	737	6.8	24.3	19.5	-1.0	3.5	-2.9	4.3	2.9	3.2	3.0	2.9	3.3	3.3	3.6	3.7			
Lease and rental	998	836	764	682	648	631	589	516	19.4	9.4	12.0	5.2	2.7	7.1	14.1	2.4	2.4	2.5	2.6	2.8	2.8	2.8	2.6			
Buildings, offices, and structures	427	350	297	258	237	237	237	193	22.0	17.8	15.1	8.9	—	—	22.8	1.0	1.0	1.0	1.0	1.0	1.1	1.1	1.0			
Transmission systems	448	373	350	318	310	300	270	240	20.1	6.6	10.1	2.6	3.3	11.1	12.5	1.1	1.1	1.1	1.2	1.3	1.3	1.3	1.2			
Vehicles, machinery and equipment	124	113	117	106	101	94	82	83	9.7	-3.4	10.4	5.0	7.4	14.6	-1.2	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.4			
Purchased repairs	740	648	615	555	459	432	373	341	14.2	5.4	10.8	20.9	6.3	15.8	9.4	1.8	1.8	2.0	2.1	2.0	1.9	1.8	1.7			
Buildings, offices, and structures	71	68	62	60	49	45	37	33	4.4	9.7	3.3	22.4	8.9	21.6	12.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2			
Transmission systems	435	376	375	345	277	255	214	198	15.7	0.3	8.7	24.5	8.6	19.2	8.1	1.0	1.1	1.2	1.3	1.2	1.1	1.0	1.0			
Vehicles, and other machinery and equipment	234	204	178	150	133	132	122	110	14.7	14.6	18.7	12.8	0.8	8.2	10.9	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.5			
Insurance	236	213	190	175	162	165	145	115	10.8	12.1	8.6	8.0	-1.8	13.8	26.1	0.6	0.6	0.6	0.7	0.7	0.7	0.7	0.6			
Telephone and other purchased communication services	389	350	321	283	225	191	158	139	11.1	9.0	13.4	25.8	17.8	20.9	13.7	0.9	1.0	1.1	1.1	1.0	0.8	0.7	0.7			
Purchased utilities	318	265	241	215	210	220	220	201	20.0	10.0	12.1	2.4	-4.5	—	9.5	0.8	0.8	0.8	0.8	0.9	1.0	1.0	1.0			
Purchased advertising	1,402	1,153	1,062	891	708	601	537	472	21.6	8.6	19.2	—	17.8	11.9	13.8	3.4	3.3	3.5	3.4	3.0	2.7	2.5	2.3			
Taxes	499	470	436	429	424	423	408	332	6.2	7.8	1.6	1.2	0.2	3.7	22.9	1.2	1.3	1.4	1.6	1.8	1.9	1.6				
Other operating expenses	5,941	4,849	4,402	3,804	3,543	3,803	4,001	4,447	22.5	10.2	15.7	7.4	-6.8	-4.9	-10.0	14.3	13.8	14.4	14.4	15.1	16.8	18.8	22.1			

X Not applicable. S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

—Represents zero.

¹Includes sources of revenue not shown separately.

²Includes program and production costs from basic cable services, pay-per-view or premium services, in-house programs, and other program and production costs.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, Table A-10 provides estimated measures of sampling variability (coefficients of variability).

Table A-1. Communications Services (SIC 48) — Estimated Coefficients of Variation for Summary Statistics, by Kind of Business: 1997 and 1998

Item	Communications services (SIC 48)	Telephone communications (SIC 481)	Radiotelephone communications (SIC 4812)	Telephone communications, except radiotelephone (SIC 4813)	Radio and television broadcasting (SIC 483)	Radio broadcasting (SIC 4832)	Television broadcasting (SIC 4833)	Cable and other pay television services (SIC 4841)	Telegraph and other communications services, not elsewhere classified (SIC 4822 and 4899)
Total Revenue									
Dollar volume									
1998	1.3	1.5	1.4	1.8	1.4	2.9	1.8	2.1	5.5
1997	1.2	1.5	1.4	1.8	1.5	3.0	1.8	2.1	5.5
Year-to-year ratio 1998/1997	0.3	0.3	1.1	0.3	0.8	1.5	0.9	0.8	2.6
Operating Expenses									
Dollar volume									
1998	1.2	1.4	1.4	1.7	2.2	3.4	3.0	2.2	5.8
1997	1.3	1.6	1.2	1.9	1.7	3.1	2.0	2.1	4.9
Year-to-year ratio 1998/1997	0.5	0.5	1.0	0.5	1.1	1.7	1.3	1.0	2.7
Annual Payroll									
Dollar volume									
1998	0.7	0.9	1.6	1.1	1.4	3.1	1.9	2.1	8.0
1997	0.7	0.8	1.4	0.9	1.9	3.5	2.2	1.9	9.3
Year-to-year ratio 1998/1997	0.4	0.4	1.3	0.5	1.1	1.8	1.2	1.1	4.8
Employer Contributions to Social Security and Other Supplemental Benefits									
Dollar volume									
1998	0.9	1.1	0.9	1.3	1.5	2.4	2.1	1.9	7.3
1997	0.9	1.1	1.3	1.2	2.1	4.0	2.5	1.6	6.5
Year-to-year ratio 1998/1997	0.4	0.5	0.9	0.5	1.1	2.7	0.9	1.2	3.3

Table A-2. Telephone Communications (SIC 481) — Estimated Coefficients of Variation for Operating Revenue and Expenses: 1997 and 1998

Item	Dollar volume		Year-to-year ratio 1998/1997
	1998	1997	
Operating Revenue			
Total	1.5	1.5	0.3
Local service	0.9	0.9	0.2
Long-distance service	3.1	3.5	0.6
Network access	1.9	1.7	0.4
Cellular and other radiotelephone	1.4	1.4	1.1
Directory advertising	0.9	0.8	0.2
Other operating revenue	3.2	3.1	2.1
Operating Expenses			
Total	1.4	1.6	0.5
Annual payroll	0.9	0.8	0.4
Employer contributions to Social Security and other supplemental benefits	1.1	1.1	0.5
Access charges	4.0	4.6	1.1
Depreciation	1.0	1.1	0.3
Lease and rental	1.9	0.8	1.7
Purchased repairs	1.5	1.3	0.3
Insurance	2.4	2.6	1.3
Telephone and other purchased communication services	3.6	4.5	1.2
Purchased utilities	1.0	1.0	0.4
Purchased advertising	3.4	5.4	1.5
Taxes	2.2	2.7	0.8
Other operating expenses	1.5	1.5	0.8

Table A-3. Radiotelephone Communications (SIC 4812) — Estimated Coefficients of Variation for Operating Revenue and Expenses: 1997 and 1998

Item	Dollar volume		Year-to-year ratio 1998/1997	Percent of total	
	1998	1997		1998	1997
Operating Revenue					
Total	1.4	1.4	1.1	(X)	(X)
Cellular and other radiotelephone	1.5	1.3	1.1	0.5	0.4
Other operating revenue	8.1	7.0	2.2	8.0	6.4
Operating Expenses					
Total	1.4	1.2	1.0	(X)	(X)
Annual payroll	1.6	1.4	1.3	0.5	0.4
Employer contributions to Social Security and other supplemental benefits	0.9	1.3	0.9	0.8	0.3
Access charges	2.0	2.1	1.4	1.4	1.5
Depreciation	1.1	1.2	0.8	0.6	0.4
Lease and rental	6.7	1.8	5.6	5.1	1.1
Purchased repairs	2.0	2.1	1.9	1.4	1.4
Insurance	3.8	5.0	1.8	2.5	4.4
Telephone and other purchased communication services	4.4	4.9	2.3	4.3	4.7
Purchased utilities	1.3	1.7	1.2	1.4	1.0
Purchased advertising	3.3	1.2	2.8	2.1	0.5
Taxes	1.1	1.5	1.0	0.9	0.7
Other operating expenses	1.1	1.2	0.8	0.9	0.6

X Not applicable.

Table A-4. Telephone Communications, Except Radiotelephone (SIC 4813) — Estimated Coefficients of Variation for Operating Revenue and Expenses: 1997 and 1998

Item	Dollar volume		Year-to-year ratio 1998/1997	Percent of total	
	1998	1997		1998	1997
Operating Revenue					
Total	1.8	1.8	0.3	(X)	(X)
Local service	0.9	0.9	0.2	1.2	1.4
Long-distance service	3.1	3.5	0.6	1.4	1.9
Network access	1.9	1.7	0.4	1.4	1.7
Cellular and other radiotelephone	(S)	(S)	(S)	(S)	(S)
Directory advertising	0.9	0.8	0.2	1.3	1.4
Other operating revenue	3.4	3.3	2.4	3.1	3.9
Operating Expenses					
Total	1.7	1.9	0.5	(X)	(X)
Annual payroll	1.1	0.9	0.5	0.9	1.3
Employer contributions to Social Security and other supplemental benefits	1.3	1.2	0.5	1.3	1.7
Access charges	4.2	4.8	1.1	2.7	3.2
Depreciation	1.2	1.2	0.4	0.9	1.5
Lease and rental	1.3	1.0	0.6	1.2	1.4
Purchased repairs	1.6	1.4	0.4	1.2	1.6
Insurance	3.5	3.0	1.3	2.9	3.0
Telephone and other purchased communication services	5.8	6.7	1.3	5.0	6.4
Purchased utilities	1.1	1.1	0.4	1.0	1.5
Purchased advertising	4.8	7.3	1.5	3.4	5.8
Taxes	2.3	2.8	0.8	1.4	1.5
Other operating expenses	1.8	1.8	0.9	1.0	1.0

X Not applicable. S Data do not meet publication standards because of high sampling variability or poor response quality.

Table A-5. Telephone Communications, Except Radiotelephone (SIC 4813) — Estimated Coefficients of Variation for Local, Long-Distance, and Network Access Revenue, by Type of Customer and Service: 1997 and 1998

Item	Dollar volume	Type of customer		Type of service	
		Residential	Nonresidential	Intrastate	Interstate
Local Service					
Dollar volume					
1998	0.9	0.8	1.3	0.9	6.5
1997	0.9	0.7	1.2	0.9	6.3
Year-to-year ratio 1998/1997	0.2	0.4	0.3	0.2	1.3
Long-Distance Service					
Dollar volume					
1998	3.1	5.9	3.1	3.3	3.1
1997	3.5	6.8	3.2	3.5	3.5
Year-to-year ratio 1998/1997	0.6	0.7	0.7	0.8	0.6
Network Access					
Dollar volume					
1998	1.9	4.9	1.6	2.7	1.6
1997	1.7	5.0	1.3	2.7	1.4
Year-to-year ratio 1998/1997	0.4	1.7	0.5	0.6	0.4

Table A-6. Telephone Communications (SIC 481) — Estimated Coefficients of Variation for Cellular and Other Radiotelephone Revenue, by Type of Service: 1998

Item	1998 (Dollar volume)
Cellular and other radiotelephone revenue	1.4
Type of Service	
Air time	1.6
Basic service	1.1
Long-distance service	2.0
Roaming charges	1.8
Other services	5.3

Table A-7. Broadcasting Services (SIC 483) — Estimated Coefficients of Variation for Revenue and Expenses for Taxable and Tax-Exempt Firms, by Kind of Business: 1997 and 1998

Item	Total broadcasting (SIC 483)			Radio (SIC 4832)			Television (SIC 4833)		
	Dollar volume		Year-to-year ratio 1998/1997	Dollar volume		Year-to-year ratio 1998/1997	Dollar volume		Year-to-year ratio 1998/1997
	1998	1997		1998	1997		1998	1997	
Total Revenue									
Total	1.4	1.5	0.8	2.9	3.0	1.5	1.8	1.8	0.9
Operating Expenses									
Total	2.2	1.7	1.1	3.4	3.1	1.7	3.0	2.0	1.3
Annual payroll	1.4	1.9	1.1	3.1	3.5	1.8	1.9	2.2	1.2
Employer contributions to Social Security and other supplemental benefits	1.5	2.1	1.1	2.4	4.0	2.7	2.1	2.5	0.9
Broadcast rights	3.9	2.6	1.1	7.5	7.2	1.4	4.1	2.7	1.1
Music license fees	2.2	1.7	1.5	3.9	3.0	2.2	1.6	1.1	1.3
Depreciation	2.4	2.9	3.4	5.1	5.7	4.4	3.6	3.4	4.3
Lease and rental	3.6	4.2	2.7	4.7	5.5	3.9	5.8	6.1	3.8
Purchased repairs	3.1	3.2	2.6	7.6	5.0	4.5	4.4	4.0	3.5
Insurance	4.3	2.6	3.5	4.9	3.9	2.2	5.8	3.6	6.1
Telephone and other purchased communication services	2.2	2.7	1.4	4.4	4.9	2.8	2.5	2.8	1.7
Purchased utilities	3.0	3.1	2.0	4.9	5.0	3.0	3.8	4.0	2.0
Purchased advertising	6.5	4.8	1.7	4.3	3.2	2.2	9.6	7.0	2.2
Taxes	2.5	3.2	2.3	5.3	6.4	5.4	3.2	3.5	4.0
Other operating expenses	2.4	1.9	1.9	4.6	3.2	2.8	4.0	2.3	2.7

Table A-8. Broadcasting Services (SIC 483) — Estimated Coefficients of Variation for Operating Revenue and Expenses for Taxable Firms, by Kind of Business: 1997 and 1998

Item	Total broadcasting (SIC 483)			Radio (SIC 4832)				Television (SIC 4833)					
	Dollar volume		Year-to-year ratio 1998/ 1997	Dollar volume		Year-to-year ratio 1998/ 1997	Percent of total		Dollar volume		Year-to-year ratio 1998/ 1997	Percent of total	
	1998	1997		1998	1997		1998	1997	1998	1997		1998	1997
Operating Revenue													
Total	1.5	1.6	0.8	3.0	3.2	1.5	(X)	(X)	1.8	1.8	0.9	(X)	(X)
Station time sales	1.7	2.1	0.8	2.7	2.8	1.5	0.6	0.6	2.3	2.9	1.0	1.6	1.6
Network compensation ..	4.3	5.3	2.5	6.3	3.6	4.1	4.5	3.4	5.2	6.0	2.9	5.1	5.6
National/regional advertising	2.0	2.3	1.0	3.6	4.5	2.4	1.7	2.4	2.2	2.6	1.1	1.4	1.3
Local advertising	1.7	2.2	0.8	2.7	2.6	1.5	0.9	1.1	2.8	3.3	1.1	2.2	2.1
Network time sales	3.2	1.9	1.1	9.8	9.3	2.2	7.1	6.6	3.4	2.0	1.1	2.2	2.2
Other operating revenue ..	3.4	4.0	3.1	11.2	8.7	4.3	8.3	6.4	3.3	4.5	3.4	3.0	4.0
Operating Expenses													
Total	2.3	1.8	1.2	3.5	3.3	1.8	(X)	(X)	3.2	2.1	1.4	(X)	(X)
Annual payroll	1.5	2.0	1.1	3.2	3.6	1.8	1.0	0.9	1.9	2.3	1.3	1.9	1.6
Employer contributions to Social Security and other supplemental benefits ..	1.6	2.2	1.1	2.4	4.3	2.8	2.2	2.8	2.1	2.6	0.9	1.9	1.8
Broadcast rights	4.1	2.7	1.1	7.8	7.5	1.6	6.1	5.7	4.2	2.8	1.2	1.3	1.6
Music license fees	2.2	1.7	1.5	4.0	3.0	2.2	3.2	2.3	1.6	1.1	1.4	2.7	1.9
Depreciation	2.5	3.1	3.6	5.4	6.1	4.6	3.8	5.7	3.7	3.5	4.5	1.8	3.7
Lease and rental	3.9	4.6	2.7	4.8	5.9	3.6	2.9	4.0	6.3	6.8	3.9	7.0	6.9
Purchased repairs	3.2	3.4	2.7	8.6	5.6	4.8	6.6	4.4	4.7	4.2	3.8	4.7	3.6
Insurance	4.6	2.7	3.7	5.1	4.1	2.3	2.9	3.0	6.2	3.7	6.7	6.8	3.4
Telephone and other purchased communication services ..	2.3	2.9	1.5	4.8	5.3	2.9	2.7	3.3	2.7	2.9	1.9	1.7	1.7
Purchased utilities	2.6	2.9	2.0	5.5	5.6	3.0	4.1	4.2	3.6	3.1	2.1	3.4	3.2
Purchased advertising	6.7	4.9	1.8	4.4	3.2	2.3	2.5	2.6	9.8	7.1	2.3	5.0	5.4
Taxes	2.5	3.3	2.5	5.6	6.5	5.4	3.3	6.3	3.3	3.5	4.0	3.0	3.9
Other operating expenses ..	2.7	2.1	2.1	4.7	3.4	3.0	1.8	1.8	4.5	2.6	3.0	2.3	1.6

X Not applicable.

Table A-9. Broadcasting Services (SIC 483) — Estimated Coefficients of Variation for Revenue and Expenses for Tax-Exempt Firms, by Kind of Business: 1997 and 1998

Item	Total broadcasting (SIC 483)			Radio (SIC 4832)			Television (SIC 4833)		
	Dollar volume		Year-to-year ratio 1998/1997	Dollar volume		Year-to-year ratio 1998/1997	Dollar volume		Year-to-year ratio 1998/1997
	1998	1997		1998	1997		1998	1997	
Total Revenue									
Total	2.7	3.3	1.3	13.1	12.1	2.4	2.8	2.8	1.3
Operating Expenses									
Total	2.7	3.3	0.5	13.1	12.4	1.6	2.5	2.8	0.5
Annual payroll	3.6	4.3	1.0	11.4	11.5	2.4	3.9	4.1	1.2
Employer contributions to Social Security and other supplemental benefits	3.9	4.6	1.2	11.1	12.5	2.6	3.9	4.5	1.4
Broadcast rights	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Music license fees	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Depreciation	5.2	5.8	3.2	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Lease and rental	8.4	10.3	13.5	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Purchased repairs	3.5	6.7	3.3	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Insurance	2.8	3.7	2.6	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Telephone and other purchased communication services	5.1	4.9	2.1	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Purchased utilities	13.3	18.2	2.5	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Purchased advertising	2.0	2.7	1.9	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Taxes	(S)	(S)	(S)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Other operating expenses	3.1	3.0	1.4	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)

S Data do not meet publication standards because of high sampling variability or poor response quality. NA Not available.

Table A-10. Cable and Other Pay Television Services (SIC 4841) — Estimated Coefficients of Variation for Components of Operating Revenue and Expenses for Taxable Firms: 1997 and 1998

Item	Dollar volume		Year-to-year ratio 1998/1997	Percent of total	
	1998	1997		1998	1997
Operating Revenue					
Total	2.1	2.1	0.8	(X)	(X)
Total cable and other pay television revenue	2.2	2.1	0.8	(X)	(X)
Advertising	4.6	5.0	1.1	3.3	4.4
Program revenue	4.7	3.8	1.2	4.6	4.3
Basic service revenue	2.1	2.3	0.9	1.3	1.2
Pay-per-view and other premium service revenue	7.0	6.6	1.1	5.4	5.3
Installation fees	4.6	3.9	2.7	4.0	3.5
Other cable revenue	2.7	1.9	1.9	2.2	1.6
Operating Expenses					
Total	2.2	2.1	1.0	(X)	(X)
Annual payroll	2.1	1.9	1.1	1.2	0.9
Employer contributions to Social Security and other supplemental benefits	1.9	1.6	1.2	1.5	1.4
Plans required under Federal and State legislation	2.2	2.0	1.1	1.9	1.9
Other fringe benefit plans	1.8	1.5	1.4	1.4	1.3
Program and production costs	2.9	2.7	1.0	1.3	1.3
Depreciation	3.1	3.0	1.4	2.1	2.2
Buildings, offices, and structures	(S)	(S)	(S)	(S)	(S)
Transmission systems	3.4	3.3	1.6	2.3	2.3
Vehicles, machinery and equipment, and other tangible assets	4.6	4.6	2.1	4.3	4.7
Lease and rental	4.0	4.3	2.3	3.3	3.9
Buildings, offices, and structures	4.5	3.8	1.9	3.0	2.6
Transmission systems	6.9	8.2	4.3	6.9	8.1
Vehicles, and other machinery and equipment	4.0	4.4	2.4	4.7	4.9
Purchased repairs	1.8	2.1	1.2	1.9	2.1
Buildings, offices, and structures	5.0	6.8	2.8	3.7	6.1
Transmission systems	2.1	2.2	1.1	2.7	2.6
Vehicles, and other machinery and equipment	2.6	2.1	2.7	2.2	2.4
Insurance	3.0	3.5	2.0	3.0	3.4
Telephone and other purchased communication services	3.3	5.6	2.9	2.3	5.5
Purchased utilities	3.0	3.3	1.7	2.2	2.2
Purchased advertising	2.1	1.6	1.8	2.0	1.6
Taxes	4.0	2.9	2.8	2.5	2.3
Other operating expenses	3.6	3.8	2.1	2.4	2.4

X Not applicable. S Data do not meet publication standards because of high sampling variability or poor response quality.